

Informational
Memorandum

1003543325

HILL AND KNOWLTON, INC.

W. J. [unclear] [unclear]
A. [unclear] [unclear]
[unclear] [unclear]
PR No. 45-60

December 29, 1960

I'm circulating this to give an idea of the current flavor of the health area
INFORMATIONAL MEMORANDUM

Subject: Regular Summary of Recent News and Editorial Comment

Recent news attention to tobacco and the tobacco-health question since the previous report (PR No. 42-60, November 28) is summarized in the following pages.

1. The election of George V. Allen as president of The Tobacco Institute, Inc., continued to get press attention. ✓
2. Additional TIRC research grants announced.
3. Tobacco Taxes, economic benefits noted upon publication of Tobacco -- Source of Pleasure, Source of Wealth.
4. Publication of booklet, Wisconsin and Tobacco.
5. Use of stories from Tobacco and Health and Tobacco News
6. Bryson Rash broadcast on NBC radio network.
7. Additional use and paraphrasing of New York DAILY NEWS editorial.
8. Dr. Hockett speaks at North Carolina meeting.
9. Miscellaneous items of interest.

Hill and Knowlton, Inc.
Public Relations Counsel
150 East 42nd Street
New York 17, New York

1003543326